



Multi-Purpose Agricultural Facility

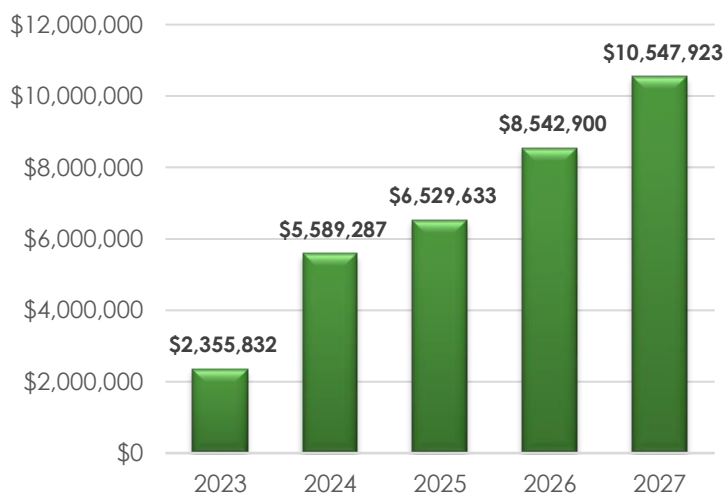
Economic Value Fall 2020

MULTI-PURPOSE AG FACILITY

Anticipated to open in 2023, Strathcona County's multi-purpose agricultural facility (MPAF or Facility) is intended to provide a venue for equine, cattle and small stock competitions; meeting rooms; education; workshops; trade shows; 4H clubs; sporting activities; non-traditional agriculture events; and other special events (e.g. weddings, graduations).

The Facility will include a 132' x 263' indoor arena with seating capacity for 1,250 spectators, a comparably sized covered outdoor arena, two 125' x 200' uncovered outdoor arenas, and stabling for up to 140 animals. In addition, the Facility will provide users a 900' x 480' multi-purpose field and include 48 serviced and 50 unserviced campsites.

Economic Benefit - 5 Year Projection



Measuring Economic Impacts

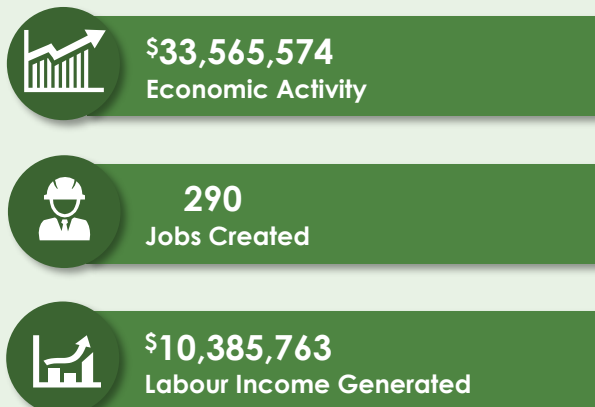
The number of visitors to the MPAF is projected to increase from 17,950 in the first year of operations to more than 72,000 in year five. Every dollar spent by visitors to the Facility will circulate and recirculate within the economy. This is known as the economic multiplier effect and includes direct revenue arising through visitor spending as well as indirect and induced value created through linkages to other businesses, suppliers and sectors. The economic benefits are realized through increased business activity, jobs created¹, employee spending power and tax revenue to government.

The economic impact values presented are based on visitor spend data provided by Alberta Economic Development, Trade and Tourism and are derived from analysis of Travel surveys conducted by Statistics Canada.²

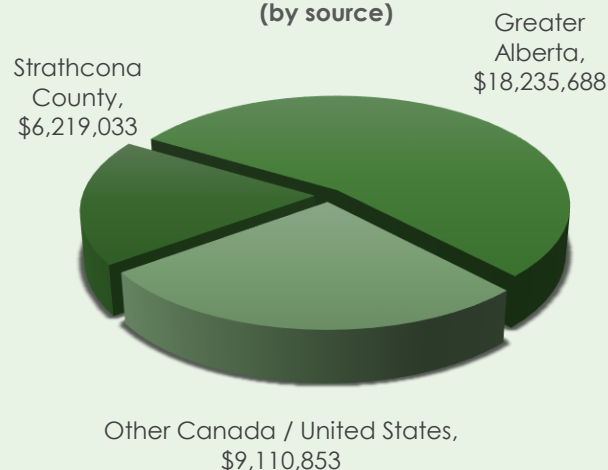
MPAF Economic Value – Fall 2020

MPAF at a Glance

Strathcona County's Multi-Purpose Agricultural Facility is projected to generate significant economic benefit in its first five years of operation.



MPAF Economic Benefit (by source)



¹ All employment impacts are measured in person-years of employment

² Tourism in Alberta, October 2019, <https://open.alberta.ca/dataset>

³ Statistics Canada, Table 32-10-0440-01 Total number of farms and farm operators

⁴ <http://www.cfreddeer.ca/covid-19-update/>

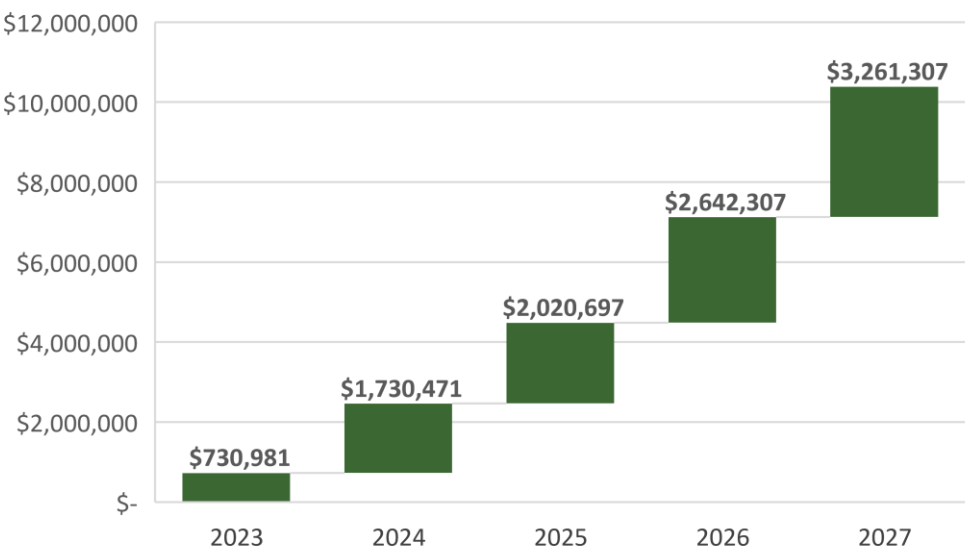
⁵ Statistics Canada, Livestock Estimates, January 1, 2020

Labour Income

Projected to increase each year as the Facility becomes more utilized, the MPAF is anticipated to generate nearly **\$10.4 million in labour income** over it's first five years of operations.

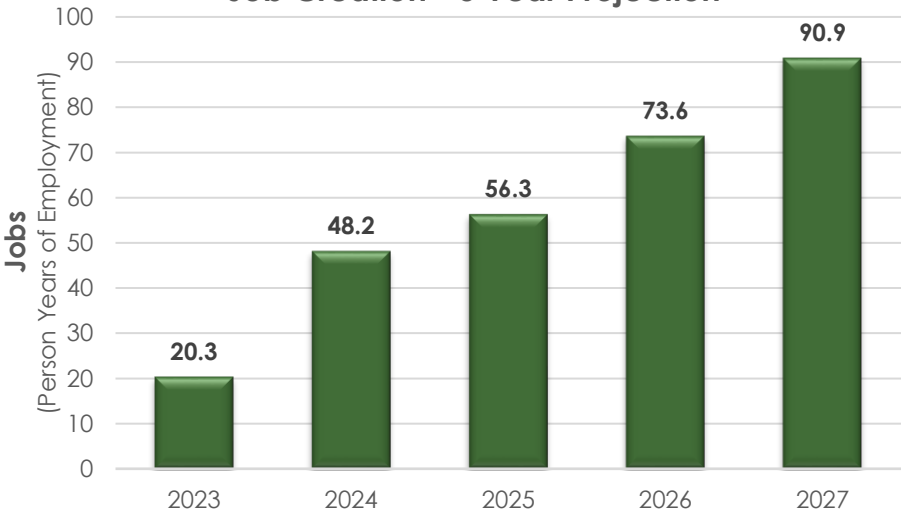
The income multiplier effect refers to the fact that money can be re-spent and that a dollar will actually generate more than a dollar of economic activity. For instance, if a MPAF visitor spends \$150, that money will be spent at a variety of places within Strathcona County (e.g. restaurants, retail stores, gas stations). Those places will then re-spend that money on inventory, utilities and more workers. Those workers will then spend their paychecks, and on and on it continues having a "multiplier" effect.

Labour Income Growth - 5 Year Projection



24% of Strathcona County households reported having taken part, as either a participant or a spectator, in an agricultural competition or rodeo in the previous twelve months.⁶

Job Creation - 5 Year Projection



Jobs Effect

The economic activity generated by the MPAF is projected to create **290 jobs** (defined as "person-years of employment") in it's first five year of operations.

The jobs effect represents the number of jobs supported in local industries per \$1,000,000 of direct visitor spending associated with the MPAF (direct effect), business to business purchases by all resultant rounds of local industry purchases (indirect effect), and the household purchases derived from labour income payments throughout all rounds of the impact (induced effect).

⁶ Strathcona County, Multi-Purpose Agricultural Facility Feasibility Study

